

WHAT IS CLAIMED IS:

1. A method of providing information to a consumer from an information station comprising:
  - receiving a request for information from the consumer to the information station;
  - retrieving the information and an incentive related to the requested information from an information database system;
  - printing the information and the incentive on an information page for the consumer at the information station; and
  - submitting to the information database system data identifying the information and the incentive provided to the consumer.
2. The method of claim 1, wherein the printing step further comprises:
  - specifying the incentive to identify a retailer including the location of the retailer and a time-limited promotional offer of goods or services sold by the retailer.
3. The method of claim 1, wherein the retrieving step further comprises:
  - retrieving the incentive from an incentive database of the information database system.
4. The method of claim 1, wherein the printing step further comprises:
  - printing the incentive to include at least one of an identification of:
    - user data, a geographic/demographic location of the information station, city data, date/time data, or additional demographic data.
5. The method of claim 1, wherein the printing step further includes printing a code on the information page to include a bar-code mechanism for electronically performing the submitting of the data to the information database system to identify the information and the incentive provided to the customer.

6. The method of claim 1, wherein the retrieving step further comprises:  
sorting and selecting the information and the incentives produced from the information database system using geographic, demographic, or user-preference criteria retrieved from a customer parameters database of the information database system.
7. The method of claim 6, wherein after the incentive from the information page is used at a retailer, the method further comprises:  
submitting data representing the incentive from the retailer to the customer parameter database for updating the customer parameter database with demographic, geographic and user-preference data.
8. The method of claim 1, further comprising:  
displaying a keyword-based menu in a user interface of the information station to enable user selection of desired information; and  
building the keyword-based menu based on geographic and demographic parameters regarding the information station.
9. The method of claim 1, wherein the receiving step further comprises:  
receiving identification of an identity of the user and retrieving the user preference criteria associated with the identified user for refining selection of information and incentives desired by the user.
10. The method of claim 1, wherein the transmitting step further comprises:  
sending the consumer-related information and incentive data to a customer parameters database of the information database system.
11. The method of claim 1, further comprising:  
making the request for information at the information station.

12. The method of claim 1, further comprising:  
making the request for information remotely from the information station  
using a mobile computing device via a wireless communication link.
13. The method of claim 1, wherein the printing step further comprises:  
electronically printing the information page including the information  
and the incentives remotely from the information station at a mobile computing  
device via a wireless communication link.
14. The method of claim 1, further comprising:  
locating the information station remotely from the information database  
system; and  
transmitting the information and the incentive from the information  
database system to the information station.
15. The method of claim 1, and further comprising:  
managing the information database system with a database manager to  
selectively modify the components, style, and scope of the information database  
system for optimizing accuracy of the information database system in identifying  
consumers and in providing relevant information and incentives to the consumer.
16. An information system comprising:  
an information station;  
an information database system; and  
an information page printed by the information station using information  
provided from the information database system and including a feedback  
mechanism for submitting data representative of the information back to the  
information database system.
17. The system of claim 16, further comprising:  
a network communication link to enable communication between the  
information station and the information database system.

18. The system of claim 16, wherein the information page further comprises:  
information, an incentive, and optionally includes a sponsor  
advertisement.
19. The system of claim 18, wherein the incentive further comprises:  
identification of a retailer, a retailer location, a promotional offer, and a  
time-limit for the promotional offer.
20. The system of claim 19, wherein the incentive further comprises:  
a code identifying a user, a station location, a city, a date/time, an  
additional demographics parameter, and a bar-code mechanism.
21. The system of claim 16, wherein the information database system further  
includes an information database, an incentive database, and a customer  
parameter database.
22. The system of claim 16, and further comprising:  
a database manager linked to the information database system for  
selectively modifying the components, style, and scope of the information  
database system to optimize accuracy of the information database system in  
identifying consumers and in providing relevant information and incentives to  
the consumer.
23. A method of maintaining an information database with a closed loop data  
feedback system comprising:  
requesting information from the information database via an information  
station;  
selecting and acting upon the information database with a database  
manager to target information and incentives to the consumer;  
printing information and incentives related to the information requested  
at the information station;

tagging the incentive within an identification code for tracking use of the incentive;

recording the identification code data into the information database upon use of the incentive; and

refining the information database with the database manager upon entry of the identification code data into the information database; and refining the database manager.

24. A method of marketing using an information database system comprising:

identifying a consumer based upon at least one of the following parameters: geographic; demographic; socioeconomic; gender; and account number;

providing information and incentives to a consumer from the information database system;

receiving feedback into the information database system along a feedback pathway regarding if, how, and when the information and incentives were used by the consumer;

developing a personality signature of the consumer based upon iterative repeated operations of the providing step; and

shaping further information and incentives provided to the consumer based upon the personality signature of the consumer.

25. The method of claim 24, wherein the receiving step further comprises: tagging the incentives with an identification code to enable tracking use of the incentives and to enable entry of data relating to use of the incentive into the information database system.

26. A computer-readable medium having computer-executable instructions for performing a method of providing information to a consumer from an information station, the method comprising:

receiving a request for information from the consumer to the information station;

retrieving the information and an incentive related to the requested information from an information database system;

printing the information and the incentive on an information page for the consumer at the information station; and

submitting to the information database system data identifying the information and the incentive provided to the consumer.